

## Iowa Environmental Business Assistance

Kaizen Event Report Out

#### **Team Members**





Team leader: Sherry Timmins, DED Sub Team Lead: Jeff Fiagle, DNR Chuck Geguzis, DNR Matt Rasmussen, DED Mel Pins, DNR Jan Loyson, DED Terry Noteboom, Pella Corporation Dan Stipe, DNR
Dan Nickey, IWRC
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Jim Olson, IWRC
Christine Spackman, DNR
Monica Stone, DNR
Tom Bednar, Rockwell Collins
Mike Tutty, DAS, ITE (SME)

#### Background / Scope



This event will address integrating environmental business assistance provided to existing industry and prospective business by the Iowa departments of Natural Resources (DNR) and Economic Development (DED), along with the Iowa Waste Reduction Center (IWRC) at UNI. The overall purpose of this event is to draw a future state map that integrates communication, planning, and coordination between the service providers resulting in improved customer access and more comprehensive service.

#### Objectives / Goals



#### Objectives:

- Establish a standard process with timelines to develop and to implement an integrated strategic plan and database sharing plan.
- Establish a process so customers know who to call the first time.
- Establish and standardize the process for referring clients between service providers.
- Provide comprehensive resource information to clients.
- Develop benchmark measures to evaluate success in implementing the stated event objectives, and in assisting customers.

#### Goals:

- Fulfill the timelines identified for implementing a strategic plan and data base sharing plan within established time frames.
- Track and report on established benchmarked measures quarterly.

### Kaizen Methodology



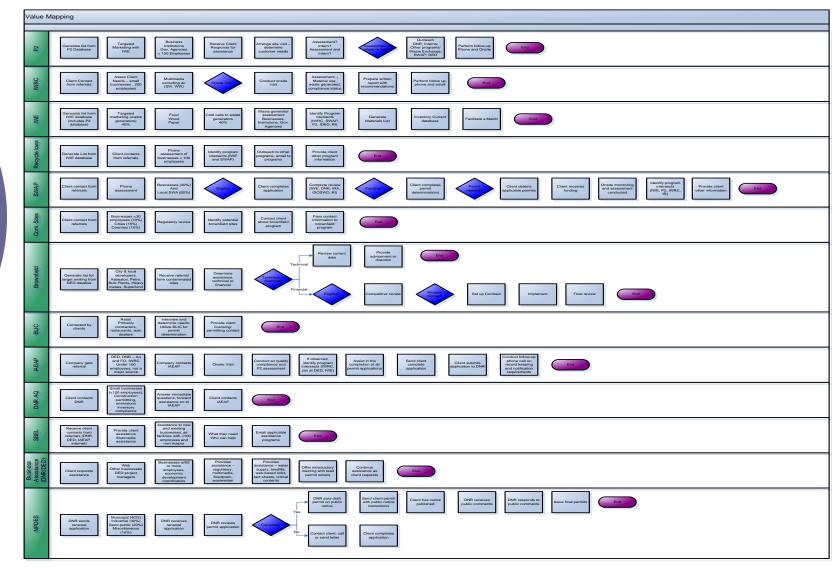
- Clear objectives
- Team process
- Tight focus on time
- Eliminate waste
- Quick & simple
- Creativity vs. capital
- Immediate results ("quick wins" to add value)
- 5S "mindset" sort, set order, shine, standardize, sustain -- to support event activities





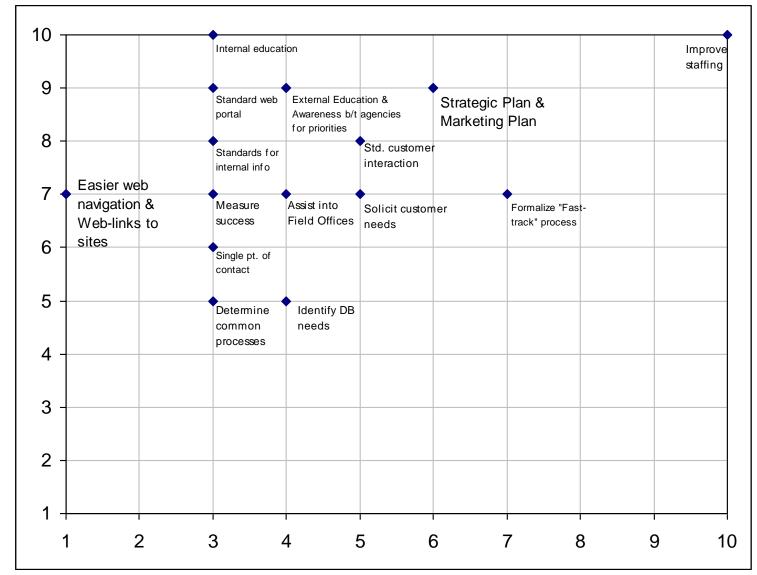
# **Current Programs**





### Impact / Difficulty





#### Completed or Implemented



- Create standard operating procedures (SOP) for call handling
- Define standard web portal [content, links, etc] for customers
- Evaluate current customer feedback and create a standard feedback loop
- Outline strategic plan -- gather current information and fill gaps
- Revise BACES Meeting to provide training for assistance providers
- Develop knowledge baseline / professional development
  - Joint assessments
  - Pilot assessment visit
- Work with trade association for education [conferences, workshops, etc]
- Regional education events Who, When, Where. Meet with other supervisors to review on May 22
- Captured the perceived deficiencies in web navigation

#### Completed or Implemented – Cont.



- Reformat Corporate Office and Field Office meetings--Invite
   Assistance
- Implement Field Office service providers lunch & Learn. Invite businesses, assistance providers, city's, etc.
- Received confirmation from Wayne that enforcement priorities will be shared with assistance providers prior to implementation
- Establish quarterly program measures Establish 2x year Impact measures
- Created business directory cheat sheet for internal education and information
- Created robust program descriptions and defined the format for the display and modification of information.
- Inventoried resource information we have and determined the gaps.
- Created a marketing plan to be reviewed by leadership

#### Consolidated DB Evaluation



A consolidated db was evaluated; it was determined by team that better opportunities exist to improve process. This item should be reviewed as a stand alone event with additional voice of the customer and IT input.

Risks	Benefits		
Customer perceptionsharing info w/ enforcement	One place to go for all organization and association information		
Create a lack of trust between businesses and assistance	Gain benefits to access data – one stop shopping		
Breach confidentiality [real / perceived]	Determine common customers and backgroundavoid duplication		
Would still have multiple DB if confidential info had it's own DB.	Knowledge to improve marketing efforts		
Cost required to develop	Present more inclusive list of businesses		
<ul> <li>No clear data management ownership         <ul> <li>who administers the db?</li> </ul> </li> </ul>			
Data integrity issues / corruption – lose one lose all			

## Homework



WHAT	WHO	DUE	COMMENTS
Create FAQ's (scripts) for all programs	Sherry / Matt	5/4/2007	
Single point of contact Identify who, where, automated, etc	Sherry / Monica	5/7/2007	
Setup meeting / team to implement web portal	Sherry	6/15/2007	
Strategic plan outline complete. Need to get team together to build on the outline.	Christina / Terry / Jan	6/15/2007	

#### Parking Lot



- Consolidate programs to share resources and eliminate duplication of effort (i.e. P2 – IWE, IWRC – Recycle Iowa
- Source of funding is driving where the work is done, not necessarily the work with greatest environmental impact.
- Define consolidated DB & Understand where to get the data.
- Clear definition of confidential and nonconfidential data.

#### **Key Learning**



- Confirmed we could provide enhanced service by coming together as a group
- There is a great deal more information out there than was known
- A week of concentrated effort makes things happen
- Liked we are thinking strategically and will actually implement
- More availability of recourses than was first realized
- Further awareness of other programs and how they work
- Better awareness of the assistance providers and their clients
- Confirms that we can become a more efficient service provider
- Amazed how much work we did; along with a better perspective of the service providers
- More aware of the amount of resources available; put a face to the names
- As separate programs we can come together to better the organization



# Team member experience!



# We welcome your questions and comments